



**WTNH**  
**8 Elm Street**  
**New Haven, CT 06510**  
**(203) 784-8888**

# CONTRACT

<u>Contract / Revision</u> 198457 /		<u>Alt Order #</u> 06841683
<u>Product</u> LINDA MCMAHON :30S		
<u>Contract Dates</u> 08/15/12 - 08/20/12		<u>Estimate #</u> 1214
<u>Advertiser</u> POL/L McMahon 4 Senate		<u>Original Date / Revision</u> 08/15/12 / 08/15/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTNH	<u>Account Executive</u> Petty Philadelphia	<u>Sales Office</u> Petty/Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 1021	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> IN2570/SP271/TO132E		<u>Advertiser Ref</u>

And:

**Mentzer Media Services**  
**600 Fairmount Avenue**  
**Suite 306**  
**Towson, MD 21286**  
**USA**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	WTNH	08/15/12	08/17/12	News 8 @ 6a	6a-7a		:30			NM	6	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				6	\$450.00			
2	WTNH	08/15/12	08/17/12	GMA	7a-9a		:30			NM	6	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				6	\$500.00			
3	WTNH	08/15/12	08/17/12	M-F 9a-10a	9a-10a		:30			NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				3	\$200.00			
4	WTNH	08/15/12	08/17/12	The View	11a-12p		:30			NM	6	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				6	\$450.00			
5	WTNH	08/15/12	08/17/12	Connecticut Style	1230p-1p		:30			NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				3	\$350.00			
6	WTNH	08/15/12	08/17/12	Connecticut Style	1230p-1p		:30			NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				3	\$175.00			
7	WTNH	08/15/12	08/17/12	News 8 5p-6p	5p-6p		:30			NM	6	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				6	\$500.00			
8	WTNH	08/15/12	08/17/12	News 8 6p-630p	6p-630p		:30			NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				3	\$700.00			
9	WTNH	08/15/12	08/17/12	M-F 7p-730p	7p-730p		:30			NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				3	\$1,200.00			
10	WTNH	08/15/12	08/17/12	M-F 730p-8p	730p-8p		:30			NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				3	\$1,000.00			
11	WTNH	08/15/12	08/17/12	Nightline	1135p-120630a		:30			NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				3	\$300.00			
12	WTNH	08/15/12	08/19/12	Late News 8	11p-11:35p		:30			NM	5	\$5,000.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract / Revision</u>	<u>Alt Order #</u>
198457 /	06841683

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/15/12 - 08/20/12	LINDA MCMAHON :30S	1214

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/L McMahon 4 Senat	08/15/12 / 08/15/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount													
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	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																				
Week:	08/13/12	08/19/12	--WTFSS	5	\$1,000.00																				
13	WTNH	08/17/12	08/17/12	Fri Hour 1	8p-9p		:30			NM	1	\$1,000.00													
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	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																				
Week:	08/13/12	08/19/12	----F--	1	\$1,000.00																				
14	WTNH	08/17/12	08/17/12	Fri Prime Other 2	8p-11p		:30			NM	2	\$2,000.00													
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	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																				
Week:	08/13/12	08/19/12	----F--	2	\$1,000.00																				
15	WTNH	08/18/12	08/18/12	SaSu 12p-6p	3p-530p		:30			NM	3	\$2,100.00													
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	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																				
Week:	08/13/12	08/19/12	-----S-	3	\$700.00																				
16	WTNH	08/18/12	08/18/12	Sa News 8 @ 6p	6p-630p		:30			NM	1	\$200.00													
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	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																				
Week:	08/13/12	08/19/12	-----S-	1	\$200.00																				
17	WTNH	08/18/12	08/18/12	Sa 7p-730p	7p-730p		:30			NM	1	\$250.00													
<table><tr><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td></tr><tr><td>Week:</td><td>08/13/12</td><td>08/19/12</td><td>-----S-</td><td>1</td><td>\$250.00</td></tr></table>													<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	Week:	08/13/12	08/19/12	-----S-	1	\$250.00		
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																				
Week:	08/13/12	08/19/12	-----S-	1	\$250.00																				
18	WTNH	08/18/12	08/18/12	Sa 730p-8p	730p-8p		:30			NM	1	\$300.00													
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Week:	08/13/12	08/19/12	-----S-	1	\$300.00																				
19	WTNH	08/18/12	08/18/12	Sat Hour 3	10p-11p		:30			NM	1	\$1,400.00													
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	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																				
Week:	08/13/12	08/19/12	-----S-	1	\$1,400.00																				
20	WTNH	08/18/12	08/18/12	Late News Sa	11p-1135p		:30			NM	1	\$500.00													
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	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																				
Week:	08/13/12	08/19/12	-----S-	1	\$500.00																				
21	WTNH	08/18/12	08/19/12	GMA SaSu	8a-9a		:30			NM	4	\$1,000.00													
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	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																				
Week:	08/13/12	08/19/12	-----SS	4	\$250.00																				
22	WTNH	08/19/12	08/19/12	Sign-On/Sign-Off	Sign-On/Sign-Off		:30			NM	1	\$350.00													
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	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																				
Week:	08/13/12	08/19/12	-----S	1	\$350.00																				
23	WTNH	08/19/12	08/19/12	SaSu 12p-6p	12p-6p		:30			NM	3	\$1,500.00													
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Week:	08/13/12	08/19/12	-----S	3	\$500.00																				
24	WTNH	08/19/12	08/19/12	Su News 8 @ 6p	6p-630p		:30			NM	1	\$250.00													
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25	WTNH	08/19/12	08/19/12	Sun Hour 1	7p-8p		:30			NM	1	\$800.00													
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Week:	08/13/12	08/19/12	-----S	1	\$800.00																				
26	WTNH	08/19/12	08/19/12	Sun Prime Other 2	9p-11p		:30			NM	2	\$3,600.00													
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28	WTNH	08/20/12	08/20/12	GMA	7a-9a		:30			NM	2	\$750.00													
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	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																				
Week:	08/20/12	08/26/12	M-----	2	\$375.00																				
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**WTNH**  
**8 Elm Street**  
**New Haven, CT 06510**  
**(203) 784-8888**

<u>Contract / Revision</u>	<u>Alt Order #</u>
198457 /	06841683

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/15/12 - 08/20/12	LINDA MCMAHON :30S	1214

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/L McMahon 4 Senat	08/15/12 / 08/15/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	M-----				1	\$200.00			
30	WTNH	08/20/12	08/20/12	The View	11a-12p		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	M-----				2	\$300.00			
31	WTNH	08/20/12	08/20/12	News 8 Noon	12p-1230p		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	M-----				1	\$250.00			
32	WTNH	08/20/12	08/20/12	Connecticut Style	1230p-1p		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	M-----				1	\$175.00			
33	WTNH	08/20/12	08/20/12	News 8 5p-6p	5p-6p		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	M-----				2	\$500.00			
34	WTNH	08/20/12	08/20/12	News 8 6p-630p	6p-630p		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	M-----				1	\$700.00			
35	WTNH	08/20/12	08/20/12	M-F 7p-730p	7p-730p		:30			NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	M-----				1	\$900.00			
N 36	WTNH	08/20/12	08/20/12	M-F 730p-8p	730p-8p		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	M-----				1	\$800.00			
37	WTNH	08/20/12	08/20/12	Nightline	1135p-120630a		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	M-----				1	\$300.00			
38	WTNH	08/20/12	08/20/12	Late News 8	11p-1135p		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	M-----				1	\$700.00			
39	WTNH	08/20/12	08/20/12	Mon 8-10p	8p-10p		:30			NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	M-----				2	\$2,000.00			
N 40	WTNH	08/20/12	08/20/12	News 8 @ 5a-6a	5a-530a		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	M-----				1	\$300.00			
N 41	WTNH	08/20/12	08/20/12	News 8 @ 5a-6a	530a-6a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	M-----				1	\$400.00			
N 42	WTNH	08/20/12	08/20/12	M-F 10a-11a	10a-11a		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	M-----				1	\$100.00			
Totals											94	\$55,300.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/20/12	94	\$55,300.00	\$47,005.00
<b>Totals</b>	<b>94</b>	<b>\$55,300.00</b>	<b>\$47,005.00</b>

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Rep Order#	6841683	Ver#	7	Status	Revised	Traffic Order#	198457	Printed:	08/15/2012 3:41 PM	1 of 4
EC'd	Yes							Last Received:	08/15/2012 3:39 PM	
Showing Buylines: All Rep Revised Lines										

<b>Station</b>	WTNH-TV NEW HAVEN, CT.	<b>Agency</b>	( ) MENTZER MEDIA	<b>Rep Firm</b>	
<b>Advertiser</b>	( ) L.MCMAHON 4 SENATE		600 FAIRMONT AVE, S#306	<b>Sales Office</b>	( ) PHILADELPHIA
<b>Product</b>	LINDA MCMAHON :30S		TOWSON, MD 21286	<b>Salesperson</b>	( ) KATE BRADY
<b>Estimate#</b>	1214		Agency C/P1/P2/E //1214	<b>Salesperson Phone#</b>	215-567-6005
<b>Buyer</b>	ANNE BRAUNSCHEIDEL		<b>Flight Dates</b>	<b>Salesperson FAX#</b>	215-567-5938
<b>Phone#</b>			<b>Hiatus Weeks</b>		
<b>Fax#</b>					

--- CONTRACT COMMENT ---

LINDA MCMAHON FOR SENATE : 30S SC=\*

--- REMARKS ---

THIS IS A REVISED ORDER  
LN 17 RATE CHNGD, CREDIT \$100 PER BUYER  
REVISED TOTAL IS \$55300  
PLS CONFIRM  
THANKS KELLY

5/18/90

In	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	Lt	# of Weeks	Total Cost	Daypart
*1	08/15-08/17	W-F	6A-7A	6	:30	\$450.00		6		1	\$2,700.00	
	Buyline Comment: NEWS RATE CHNG											
	V3 More than 2 codes changed											
*2	08/15-08/17	W-F	7A-9A	6	:30	\$500.00		6		1	\$3,000.00	
	Buyline Comment: GMA RATE CHNG											
	V3 More than 2 codes changed											
*4	08/15-08/17	W-F	11A-12P	6	:30	\$450.00		6		1	\$2,700.00	
	Buyline Comment: THE VIEW RATE CHNG											
	V3 More than 2 codes changed											
*5	08/15-08/17	W-F	12P-1230P	3	:30	\$350.00		3		1	\$1,050.00	
	Buyline Comment: NEWS RATE CHNG											
	V3 More than 2 codes changed											
*9	08/15-08/17	W-F	7P-730P	3	:30	\$1,200.00		3		1	\$3,600.00	
	Buyline Comment: JEOPARDY RATE CHNG											
	V3 More than 2 codes changed											

Rep Order#	6841683	Ver#	7	Status	Revised	Traffic Order#	198457	Printed:	08/15/2012 3:41 PM	2 of 4
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**Last Received:** 08/15/2012 3:39 PM

## Showing Buylines: All Rep Revised Lines

**Station** WTNH-TV NEW HAVEN, CT.

Advertiser ( ) L.MCMAHON 4 SENATE

Product LINDA MCMAHON :30S

Estimate# 1214

**Buyer** ANNE BRAUNSCHEIDEL

**Phone#**

Fax#

Agency ( ) MENTZER MEDIA

600 FAIRMONT AVE, S#306

TOWSON, MD 21286

Agency C/P1/P2/E //1214

Flight Dates 08/15/2012 - 08/20/2012

## Hiatus Weeks

Rep Firm

Sales Office ( ) PHILADELPHIA

Salesperson ( ) KATE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
---	-----	-----	-----	-----	----	-----	-----	-----	---	-----	-----	-----
*10	08/15-08/17	W-F	730P-8P	3	:30	\$1,000.00		3		1	\$3,000.00	
	Buyline Comment: WHEEL OF FORTUNE, RATE CHNG											
	V3 More than 2 codes changed											
*12	08/15-08/19	W-SU	11P-1135P	5	:30	\$1,000.00		5		1	\$5,000.00	
	Buyline Comment: LATE NEWS RATE CHNG											
	V3 More than 2 codes changed											
*13	08/17-08/17	F	8P-9P	1	:30	\$1,000.00		1		1	\$1,000.00	
	Buyline Comment: SHARK TANK RATE CHNG											
	V3 More than 2 codes changed											
*17	08/18-08/18	SA	7P-730P	1	:30	\$250.00		1		1	\$250.00	
	Buyline Comment: JEOPARDY RATE CHNG											
	Sales Remark: V7 RATE CHNG											
	V4 Comment Changed											
	V7 More than 2 codes changed											
*20	08/18-08/18	SA	11P-1135P	1	:30	\$500.00		1		1	\$500.00	
	Buyline Comment: NEWS RATE CHNG											
	V3 More than 2 codes changed											
*26	08/19-08/19	SU	9P-11P	2	:30	\$1,800.00		2		1	\$3,600.00	
	Buyline Comment: EXTREME MKOVR RATE CHNG											
	V3 More than 2 codes changed											
*36	08/20-08/20	M	730P-8P	1	:30	\$800.00		1		1	\$800.00	
	Buyline Comment: WHEEL 1X N/A, MGKD ON LNS 40-42											
	V5 More than 2 codes changed											

Station WTNH-TV NEW HAVEN, CT.  
Advertiser ( ) L.MCMAHON 4 SENATE  
Product LINDA MCMAHON :30S  
Estimate# 1214  
Buyer ANNE BRAUNSCHEIDEL  
Phone#  
Fax#

Agency ( ) MENTZER MEDIA  
600 FAIRMONT AVE, S#306  
TOWSON, MD 21286  
Agency C/P1/P2/E //1214  
Flight Dates 08/15/2012 - 08/20/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) KATE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*39	08/20-08/20	M	8P-10P	2	:30	\$2,000.00		2		1	\$4,000.00	
Buyline Comment: BACHELOR PAD RATE CHNG V3 More than 2 codes changed												
*40	08/20-08/20	M	5A-530A	1	:30	\$300.00		1		1	\$300.00	
Buyline Comment: NEWS MKGD FOR LN 36 V5 Added												
*41	08/20-08/20	M	530A-6A	1	:30	\$400.00		1		1	\$400.00	
Buyline Comment: NEWS MKGD FOR LN 36 V5 Added												
*42	08/20-08/20	M	10A-11A	1	:30	\$100.00		1		1	\$100.00	
Buyline Comment: RACHEL RAY MKGD FOR LN 36 V5 Added												

---REPORT TOTALS---  
Report Totals: 43 / \$32,000.00

---SALES MONTHLY TOTALS---  
Aug 12: 94 / \$55,300.00  
Sales Totals: 94 / \$55,300.00  
Station Totals: 94 / \$55,300.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---  
Market Totals \$263,962  
CABL 0% WCTT 0% WFSB 43% WHCT 0%  
WRDM 0% WTIC 16% WUVN 0% WVIT 19%  
XXX 0%

Station WTNH-TV NEW HAVEN, CT.  
Advertiser ( ) L.MCMAHON 4 SENATE  
Product LINDA MCMAHON :30S  
Estimate# 1214  
Buyer ANNE BRAUNSCHEIDEL  
Phone#  
Fax#

Agency ( ) MENTZER MEDIA  
600 FAIRMONT AVE, S#306  
TOWSON, MD 21286  
Agency C/P1/P2/E //1214  
Flight Dates 08/15/2012 - 08/20/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) KATE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

Books null

Demos RA35+

--- CREDIT RISK ---  
CASH IN ADVANCE

Rep Order#	6841683	Ver#	5	Status	Revised	Traffic Order#	198457	Printed:	08/15/2012 2:55 PM	1 of 4
EC'd	Yes							Last Received:	08/15/2012 2:42 PM	

Station	WTNH-TV NEW HAVEN, CT.	Agency	( ) MENTZER MEDIA	Rep Firm	
Advertiser	( ) L. MCMAHON 4 SENATE		600 FAIRMONT AVE, S#306	Sales Office	( ) PHILADELPHIA
Product	LJNDA MCMAHON :30S		TOWSON, MD 21286	Salesperson	( ) KATE BRADY
Estimate#	1214	Agency C/P1/P2/E	//1214		
Buyer	ANNE BRAUNSCHEIDEL	Flight Dates	08/15/2012 - 08/20/2012	Salesperson Phone#	215-567-6005
Phone#		Hiatus Weeks		Salesperson FAX#	215-567-5938

--- CONTRACT COMMENT ---

LINDA MCMAHON FOR SENATE : 30S SC==\*

--- REMARKS ---

THIS IS A REVISED ORDER

LN 36 1X N/A, MGKD ON LNS 40-42

TOTAL REMAINS \$55400

PLS CONFIRM

THNAKS KELLY

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*1	08/15-08/17	W-F	6A-7A	6	:30	\$450.00		6		1	\$2,700.00	
	Buyline Comment: NEWS RATE CHNG											
	V3 More than 2 codes changed											
*2	08/15-08/17	W-F	7A-9A	6	:30	\$500.00		6		1	\$3,000.00	
	Buyline Comment: GMA RATE CHNG											
	V3 More than 2 codes changed											
*4	08/15-08/17	W-F	11A-12P	6	:30	\$450.00		6		1	\$2,700.00	
	Buyline Comment: THE VIEW RATE CHNG											
	V3 More than 2 codes changed											
*5	08/15-08/17	W-F	12P-1230P	3	:30	\$350.00		3		1	\$1,050.00	
	Buyline Comment: NEWS RATE CHNG											
	V3 More than 2 codes changed											
*9	08/15-08/17	W-F	7P-730P	3	:30	\$1,200.00		3		1	\$3,600.00	
	Buyline Comment: JEOPARDY RATE CHNG											
	V3 More than 2 codes changed											





Last Received: 08/15/2012 2:42 PM

Showing Buylines: All Rep Revised Lines

Station WTNH-TV NEW HAVEN, CT.  
 Advertiser ( ) L.MCMAHON 4 SENATE  
 Product LINDA MCMAHON :30S  
 Estimate# 1214  
 Buyer ANNE BRAUNSCHEIDEL  
 Phone#  
 Fax#

Agency ( ) MENTZER MEDIA  
 600 FAIRMONT AVE, S#306  
 TOWSON, MD 21286  
 Agency C/P1/P2/E //1214  
 Flight Dates 08/15/2012 - 08/20/2012  
 Hiatus Weeks

Rep Firm  
 Sales Office ( ) PHILADELPHIA  
 Salesperson ( ) KATE BRADY  
 Salesperson Phone# 215-567-6005  
 Salesperson FAX# 215-567-5938

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*40	08/20-08/20	M	5A-530A	1	:30	\$300.00		1		1	\$300.00	
Buyline Comment: NEWS MKGD FOR LN 36												
Sales Remark: V5 MKGD FOR LN 36												
V5 Added												
*41	08/20-08/20	M	530A-6A	1	:30	\$400.00		1		1	\$400.00	
Buyline Comment: NEWS MKGD FOR LN 36												
Sales Remark: V5 MKGD FOR LN 36												
V5 Added												
*42	08/20-08/20	M	10A-11A	1	:30	\$100.00		1		1	\$100.00	
Buyline Comment: RACHEL RAY MKGD FOR LN 36												
Sales Remark: V5 MKGD FOR LN 36												
V5 Added												

---REPORT TOTALS---

Report Totals: 42 / \$31,750.00

---SALES MONTHLY TOTALS---

Aug 12: 94 / \$55,400.00  
 Sales Totals: 94 / \$55,400.00  
 Station Totals: 94 / \$55,400.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$264,439

CABL 0%	WCCT 0%	WCTX 0%	WFSB 43%	WHCT 0%
WRDM 0%	WTIC 16%	WTNH 20%	WUVN 0%	WVIT 19%
XXX 0%				

Books null  
 Demos RA35+



**WTNH**  
**8 Elm Street**  
**New Haven, CT 06510**  
**(203) 784-8888**

# CONTRACT

<u>Contract / Revision</u> 198457 /		<u>Alt Order #</u> 06841683
<u>Product</u> LINDA MCMAHON :30S		
<u>Contract Dates</u> 08/15/12 - 08/20/12		<u>Estimate #</u> 1214
<u>Advertiser</u> POL/L McMahon 4 Senate		<u>Original Date / Revision</u> 08/14/12 / 08/14/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTNH	<u>Account Executive</u> Petry Philadelphia	<u>Sales Office</u> Petry/Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 1021	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> IN2570/SP271/TO1326		<u>Advertiser Ref</u>

And:

**Mentzer Media Services**  
**600 Fairmount Avenue**  
**Suite 306**  
**Towson, MD 21286**  
**USA**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WTNH	08/15/12	08/17/12	News 8 @ 6a	6a-7a		:30			NM	6	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				6	\$450.00			
N 2	WTNH	08/15/12	08/17/12	GMA	7a-9a		:30			NM	6	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				6	\$500.00			
N 3	WTNH	08/15/12	08/17/12	M-F 9a-10a	9a-10a		:30			NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				3	\$200.00			
N 4	WTNH	08/15/12	08/17/12	The View	11a-12p		:30			NM	6	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				6	\$450.00			
N 5	WTNH	08/15/12	08/17/12	Connecticut Style	1230p-1p		:30			NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				3	\$350.00			
N 6	WTNH	08/15/12	08/17/12	Connecticut Style	1230p-1p		:30			NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				3	\$175.00			
N 7	WTNH	08/15/12	08/17/12	News 8 5p-6p	5p-6p		:30			NM	6	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				6	\$500.00			
N 8	WTNH	08/15/12	08/17/12	News 8 6p-630p	6p-630p		:30			NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				3	\$700.00			
N 9	WTNH	08/15/12	08/17/12	M-F 7p-730p	7p-730p		:30			NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				3	\$1,200.00			
N 10	WTNH	08/15/12	08/17/12	M-F 730p-8p	730p-8p		:30			NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				3	\$1,000.00			
N 11	WTNH	08/15/12	08/17/12	Nightline	1135p-120630a		:30			NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				3	\$300.00			
N 12	WTNH	08/15/12	08/19/12	Late News 8	11p-11:35p		:30			NM	5	\$5,000.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



**WTNH**  
**8 Elm Street**  
**New Haven, CT 06510**  
**(203) 784-8888**

<u>Contract / Revision</u>	<u>Alt Order #</u>
198457 /	06841683

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/15/12 - 08/20/12	LINDA MCMAHON :30S	1214

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/L McMahon 4 Senat	08/14/12 / 08/14/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTFSS				5	\$1,000.00			
N 13	WTNH	08/17/12	08/17/12	Fri Hour 1	8p-9p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	----F--				1	\$1,000.00			
N 14	WTNH	08/17/12	08/17/12	Fri Prime Other 2	8p-11p		:30			NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	----F--				2	\$1,000.00			
N 15	WTNH	08/18/12	08/18/12	SaSu 12p-6p	3p-530p		:30			NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----S-				3	\$700.00			
N 16	WTNH	08/18/12	08/18/12	Sa News 8 @ 6p	6p-630p		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----S-				1	\$200.00			
N 17	WTNH	08/18/12	08/18/12	Sa 7p-730p	7p-730p		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----S-				1	\$250.00			
N 18	WTNH	08/18/12	08/18/12	Sa 730p-8p	730p-8p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----S-				1	\$300.00			
N 19	WTNH	08/18/12	08/18/12	Sat Hour 3	10p-11p		:30			NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----S-				1	\$1,400.00			
N 20	WTNH	08/18/12	08/18/12	Late News Sa	11p-1135p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----S-				1	\$500.00			
N 21	WTNH	08/18/12	08/19/12	GMA SaSu	8a-9a		:30			NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----SS				4	\$250.00			
N 22	WTNH	08/19/12	08/19/12	Sign-On/Sign-Off	Sign-On/Sign-Off		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----S				1	\$350.00			
N 23	WTNH	08/19/12	08/19/12	SaSu 12p-6p	12p-6p		:30			NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----S				3	\$500.00			
N 24	WTNH	08/19/12	08/19/12	Su News 8 @ 6p	6p-630p		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----S				1	\$250.00			
N 25	WTNH	08/19/12	08/19/12	Sun Hour 1	7p-8p		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----S				1	\$800.00			
N 26	WTNH	08/19/12	08/19/12	Sun Prime Other 2	9p-11p		:30			NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----S				2	\$1,800.00			
N 27	WTNH	08/20/12	08/20/12	News 8 @ 6a	6a-7a		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	M-----				2	\$350.00			
N 28	WTNH	08/20/12	08/20/12	GMA	7a-9a		:30			NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	M-----				2	\$375.00			
N 29	WTNH	08/20/12	08/20/12	M-F 9a-10a	9a-10a		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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**WTNH**  
**8 Elm Street**  
**New Haven, CT 06510**  
**(203) 784-8888**

<u>Contract / Revision</u>	<u>Alt Order #</u>
198457 /	06841683

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/15/12 - 08/20/12	LINDA MCMAHON :30S	1214

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/L McMahon 4 Senat	08/14/12 / 08/14/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	M-----				1	\$200.00			
N 30	WTNH	08/20/12	08/20/12	The View	11a-12p		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	M-----				2	\$300.00			
N 31	WTNH	08/20/12	08/20/12	News 8 Noon	12p-1230p		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	M-----				1	\$250.00			
N 32	WTNH	08/20/12	08/20/12	Connecticut Style	1230p-1p		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	M-----				1	\$175.00			
N 33	WTNH	08/20/12	08/20/12	News 8 5p-6p	5p-6p		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	M-----				2	\$500.00			
N 34	WTNH	08/20/12	08/20/12	News 8 6p-630p	6p-630p		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	M-----				1	\$700.00			
N 35	WTNH	08/20/12	08/20/12	M-F 7p-730p	7p-730p		:30			NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	M-----				1	\$900.00			
N 36	WTNH	08/20/12	08/20/12	M-F 730p-8p	730p-8p		:30			NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	M-----				2	\$800.00			
N 37	WTNH	08/20/12	08/20/12	Nightline	1135p-120630a		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	M-----				1	\$300.00			
N 38	WTNH	08/20/12	08/20/12	Late News 8	11p-1135p		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	M-----				1	\$700.00			
N 39	WTNH	08/20/12	08/20/12	Mon 8-10p	8p-10p		:30			NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	M-----				2	\$2,000.00			
<b>Totals</b>											<b>92</b>	<b>\$55,300.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 -08/20/12	92	\$55,300.00	\$47,005.00
<b>Totals</b>	<b>92</b>	<b>\$55,300.00</b>	<b>\$47,005.00</b>

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

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Rep Order# 6841683
Ver# 4
Status Returned
Traffic Order# 198457
Printed: 08/14/2012 2:31 PM
1 of 2

EC'd Yes
Last Received: 08/14/2012 2:11 PM
Showing Buylines: Last Sta Revised Lines

Station WTNH-TV NEW HAVEN, CT.
Advertiser ( ) L.MCMAHON 4 SENATE
Product LINDA MCMAHON :30S
Estimate# 1214
Buyer ANNE BRAUNSCHEIDEL
Phone#
Fax#

Agency ( ) MENTZER MEDIA
600 FAIRMONT AVE, S#306
TOWSON, MD 21286
Agency C/P1/P2/E //1214
Flight Dates 08/15/2012 - 08/20/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---
LINDA MCMAHON FOR SENATE : 30S SC=\*

--- REMARKS ---
SEE LN 17 FOR RATE REV. PLS ADDRESS ASAP
THX, KELLY

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*17	08/18-08/18	SA	7P-730P	1	:30	\$350.00		1		1	\$350.00	
Buyline Comment: JEOPARDY Station Remark: V4 IN BETWEEN GRIDS - RATE NEEDS TO BE REV TO \$250												

---REPORT TOTALS---
Report Totals: 1 / \$350.00

---SALES MONTHLY TOTALS---
Aug 12: 92 / \$55,400.00
Sales Totals: 92 / \$55,400.00
Station Totals: 92 / \$55,400.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---
Market Totals \$264,439
CABL 0% WCCT 0% WCTX 0% WFSB 43% WHCT 0%
WRDM 0% WTIC 16% WTNH 20% WUVN 0% WVIT 19%
XXX 0%

Books null
Demos RA35+

Rep Order# 6841683 Ver# 3 Status Revised Traffic Order# Printed: 08/14/2012 2:16 PM 1 of 3

**Last Received:** 08/14/2012 2:11 PM

### Showing Buylines: All Rep Revised Lines

Station WTNH-TV NEW HAVEN, CT.  
Advertiser ( ) L. MCMAHON 4 SENATE  
Product LINDA MCMAHON :30S  
Estimate# 1214  
Buyer ANNE BRAUNSCHEIDEL  
Phone#  
Fax#

Agency ( ) MENTZER MEDIA  
600 FAIRMONT AVE, S#306  
TOWSON, MD 21286  
Agency C/P1/P2/E //1214  
Flight Dates 08/15/2012 - 08/20/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) KATE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

LINDA MCMAHON FOR SENATE :30S SC=\*

--- REMARKS ---

THIS IS A REVISED ORDER  
SEE LNS 1-2,4-5,9-10,12-13,20,26 & 39  
REVISED TOTAL IS \$55400 (ADD OF \$8400)  
PLS CONFIRM  
THANKS KELLY

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*1	08/15-08/17	W-F	6A-7A	6	:30	\$450.00		6		1	\$2,700.00	
	Buyline Comment: NEWS RATE CHNG											
	Sales Remark: V3 RATE CHNG											
	V3 More than 2 codes changed											
*2	08/15-08/17	W-F	7A-9A	6	:30	\$500.00		6		1	\$3,000.00	
	Buyline Comment: GMA RATE CHNG											
	Sales Remark: V3 RATE CHNG											
	V3 More than 2 codes changed											
*4	08/15-08/17	W-F	11A-12P	6	:30	\$450.00		6		1	\$2,700.00	
	Buyline Comment: THE VIEW RATE CHNG											
	Sales Remark: V3 RATE CHNG											
	V3 More than 2 codes changed											
*5	08/15-08/17	W-F	12P-1230P	3	:30	\$350.00		3		1	\$1,050.00	
	Buyline Comment: NEWS RATE CHNG											
	Sales Remark: V3 RATE CHNG											
	V3 More than 2 codes changed											





Station WTNH-TV NEW HAVEN, CT.  
Advertiser ( ) L.MCMAHON 4 SENATE  
Product LINDA MCMAHON :30S  
Estimate# 1214  
Buyer ANNE BRAUNSCHEIDEL  
Phone#  
Fax#

Agency ( ) MENTZER MEDIA  
600 FAIRMONT AVE, S#306  
TOWSON, MD 21286  
Agency C/P1/P2/E //1214  
Flight Dates 08/15/2012 - 08/20/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) KATE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*39	08/20-08/20	M	8P-10P	2	:30	\$2,000.00		2		1	\$4,000.00	

Buyline Comment: BACHELOR PAD  
RATE CHNG

Sales Remark: V3 RATE CHNG  
V3 More than 2 codes changed

---REPORT TOTALS---

Report Totals: 38 / \$30,150.00

---SALES MONTHLY TOTALS---

Aug 12: 92 / \$55,400.00  
Sales Totals: 92 / \$55,400.00  
Station Totals: 92 / \$55,400.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$264,439	CABL 0%	WCCT 0%	WCTX 0%	WFSB 43%	WHCT 0%
		WRDM 0%	WTIC 16%	WTNH 20%	WUVN 0%	WVIT 19%
		XXX 0%				

Books null  
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

Rep Order#	6841683	Ver#	1	Status	New	Traffic Order#		Printed:	08/14/2012 10:28 AM	1 of 5
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**Last Received:** 08/14/2012 10:27 AM

## Showing Buylines: All Lines

Station WTNH-TV NEW HAVEN, CT.  
Advertiser ( ) L.MCMAHON 4 SENATE  
Product LINDA MCMAHON :30S  
Estimate# 1214  
Buyer ANNE BRAUNSCHEIDEL  
Phone#  
Fax#

Agency ( ) MENTZER MEDIA  
600 FAIRMONT AVE, S#306  
TOWSON, MD 21286  
Agency C/P1/P2/E //1214  
Flight Dates 08/15/2012 - 08/20/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) KATE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

LINDA MCMAHON FOR SENATE :30S SC=\*

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
1	08/15-08/17	W-F	6A-7A Buyline Comment: NEWS	3	:30	\$350.00		6		1	\$2,100.00	
2	08/15-08/17	W-F	7A-9A Buyline Comment: GMA	3	:30	\$375.00		6		1	\$2,250.00	
3	08/15-08/17	W-F	9A-10A Buyline Comment: DR PHIL	3	:30	\$200.00		3		1	\$600.00	
4	08/15-08/17	W-F	11A-12P Buyline Comment: THE VIEW	3	:30	\$300.00		6		1	\$1,800.00	
5	08/15-08/17	W-F	12P-1230P Buyline Comment: NEWS	3	:30	\$250.00		3		1	\$750.00	
6	08/15-08/17	W-F	1230P-1P Buyline Comment: CT CTYLE	3	:30	\$175.00		3		1	\$525.00	
7	08/15-08/17	W-F	5P-6P Buyline Comment: NEWS	3	:30	\$500.00		6		1	\$3,000.00	
8	08/15-08/17	W-F	6P-630P Buyline Comment: NEWS	3	:30	\$700.00		3		1	\$2,100.00	
9	08/15-08/17	W-F	7P-730P Buyline Comment: JEOPARDY	3	:30	\$900.00		3		1	\$2,700.00	
10	08/15-08/17	W-F	730P-8P Buyline Comment: WHEEL OF FORTUNE	3	:30	\$800.00		3		1	\$2,400.00	

Rep Order#	6841683	Ver#	1	Status	New	Traffic Order#	08/14/2012 10:28 AM	Printed:	2 of 5
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**Last Received:** 08/14/2012 10:27 AM

**Showing Buylines: All Lines**

Station	WTNH-TV NEW HAVEN, CT.	Agency	( ) MENTZER MEDIA	Rep Firm	
Advertiser	( ) L.MCMAHON 4 SENATE		600 FAIRMONT AVE, S#306	Sales Office	( ) PHILADELPHIA
Product	LINDA MCMAHON :30S		TOWSON, MD 21286	Salesperson	( ) KATE BRADY
Estimate#	1214	Agency C/P1/P2/E	//1214	Salesperson Phone#	215-567-6005
Buyer	ANNE BRAUNSCHEIDEL	Flight Dates	08/15/2012 - 08/20/2012	Salesperson FAX#	215-567-5938
Phone#		Hiatus Weeks			
Fax#					

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
11	08/15-08/17	W-F	1135P-1235A	3	:30	\$300.00		3		1	\$900.00	
Buyline Comment: NIGHTLINE												
12	08/15-08/19	W-SU	11P-1135P	5	:30	\$700.00		5		1	\$3,500.00	
Buyline Comment: LATE NEWS												
13	08/17-08/17	F	8P-9P	1	:30	\$750.00		1		1	\$750.00	
Buyline Comment: SHARK TANK												
14	08/17-08/17	F	9P-11P	2	:30	\$1,000.00		2		1	\$2,000.00	
Buyline Comment: 20/20												
15	08/18-08/18	SA	3P-530P	3	:30	\$700.00		3		1	\$2,100.00	
Buyline Comment: LITTLE LEAGUE WORLD SERIES												
16	08/18-08/18	SA	6P-630P	1	:30	\$200.00		1		1	\$200.00	
Buyline Comment: NEWS												
17	08/18-08/18	SA	7P-730P	1	:30	\$350.00	250	1		1	\$350.00	
Buyline Comment: JEOPARDY												
18	08/18-08/18	SA	730P-8P	1	:30	\$300.00		1		1	\$300.00	
Buyline Comment: WHEEL												
19	08/18-08/18	SA	10P-11P	1	:30	\$1,400.00		1		1	\$1,400.00	
Buyline Comment: CASTLE												
20	08/18-08/18	SA	11P-1135P	1	:30	\$300.00		1		1	\$300.00	
Buyline Comment: NEWS												
21	08/18-08/19	SA-SU	8A-9A	4	:30	\$250.00		4		1	\$1,000.00	
Buyline Comment: GMA WKEND												

Rep Order#	6841683
EC'd	Yes

Ver# | Status New

Traffic Order#

Printed: 08/14/2012 10:28 AM  
Last Received: 08/14/2012 10:27 AM  
Showing Buylines: All Lines

3 of 5

Station	WTNH-TV NEW HAVEN, CT.
Advertiser	( ) L.MCMAHON 4 SENATE
Product	LINDA MCMAHON :30S
Estimate#	1214
Buyer	ANNE BRAUNSCHEIDEL
Phone#	
Fax#	

Agency ( ) MENTZER MEDIA  
600 FAIRMONT AVE, S#306  
TOWSON, MD 21286  
Agency C/P1/P2/E //1214  
Flight Dates 08/15/2012 - 08/20/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) KATE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

08/15/2012 - 08/20/2012

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
22	08/19-08/19	SU	9A-10A	1	:30	\$350.00		1		1	\$350.00	
	Buyline Comment: THIS WEEK											
23	08/19-08/19	SU	2P-430P	3	:30	\$500.00		3		1	\$1,500.00	
	Buyline Comment: LITTLE LEAGUE WORLD SERIES											
24	08/19-08/19	SU	6P-630P	1	:30	\$250.00		1		1	\$250.00	
	Buyline Comment: NEWS											
25	08/19-08/19	SU	7P-8P	1	:30	\$800.00		1		1	\$800.00	
	Buyline Comment: AFV											
26	08/19-08/19	SU	9P-11P	2	:30	\$1,200.00		2		1	\$2,400.00	
	Buyline Comment: EXTREME MKOVR											
27	08/20-08/20	M	6A-7A	2	:30	\$350.00		2		1	\$700.00	
	Buyline Comment: NEWS											
28	08/20-08/20	M	7A-9A	2	:30	\$375.00		2		1	\$750.00	
	Buyline Comment: GMA											
29	08/20-08/20	M	9A-10A	1	:30	\$200.00		1		1	\$200.00	
	Buyline Comment: DR PHIL											
30	08/20-08/20	M	11A-12P	2	:30	\$300.00		2		1	\$600.00	
	Buyline Comment: THE VIEW											
31	08/20-08/20	M	12P-1230P	1	:30	\$250.00		1		1	\$250.00	
	Buyline Comment: NEWS											
32	08/20-08/20	M	1230P-1P	1	:30	\$175.00		1		1	\$175.00	
	Buyline Comment: CT STYLE											

EC'd Yes Last Received: 08/14/2012 10:27 AM

Showing Buylines: All Lines

Station WTNH-TV NEW HAVEN, CT. Agency ( ) MENTZER MEDIA Rep Firm ( ) PHILADELPHIA  
 Advertiser ( ) L.MCMAHON 4 SENATE 600 FAIRMONT AVE, S#306 Sales Office ( )  
 Product LINDA MCMAHON :30S TOWSON, MD 21286 Salesperson ( ) KATE BRADY  
 Estimate# 1214 Agency C/P1/P2/E //1214 Salesperson Phone# 215-567-6005  
 Buyer ANNE BRAUNSCHEIDEL Flight Dates 08/15/2012 - 08/20/2012 Salesperson FAX# 215-567-5938  
 Phone# Hiatus Weeks  
 Fax#

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
33	08/20-08/20	M	5P-6P	2	:30	\$500.00		2		1	\$1,000.00	
Buyline Comment: NEWS												
34	08/20-08/20	M	6P-630P	1	:30	\$700.00		1		1	\$700.00	
Buyline Comment: NEWS												
35	08/20-08/20	M	7P-730P	1	:30	\$900.00		1		1	\$900.00	
Buyline Comment: JEOPARDY												
36	08/20-08/20	M	730P-8P	2	:30	\$800.00		2		1	\$1,600.00	
Buyline Comment: WHEEL												
37	08/20-08/20	M	1135P-1235A	1	:30	\$300.00		1		1	\$300.00	
Buyline Comment: NIGHTINIE												
38	08/20-08/20	M	11P-1135P	1	:30	\$700.00		1		1	\$700.00	
Buyline Comment: NEWS												
39	08/20-08/20	M	8P-10P	2	:30	\$1,400.00		2		1	\$2,800.00	
Buyline Comment: BACHELOR PAD												

---REPORT TOTALS---

Report Totals: 92 / \$47,000.00

---SALES MONTHLY TOTALS---

Aug 12: 92 / \$47,000.00  
 Sales Totals: 92 / \$47,000.00  
 Station Totals: 92 / \$47,000.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> <u>WTNH</u>	<b>Date:</b> <u>8/14/12</u>
--	-----------------------------

I, Beth Beall,

being/on behalf of: Linda McMahon, a legally

qualified candidate of the Republican political

party for the office of: Senate

in the General

election to be held on: November 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Total Charges:**
\$ 55,400 GROSS

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Linda McMahon for Senate 2012

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Sunghi Frauen

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

4/30/12  
Date

[Signature]  
Signature

**To Be Signed By Station Representative**

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title

## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I, Corry Bliss  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ does

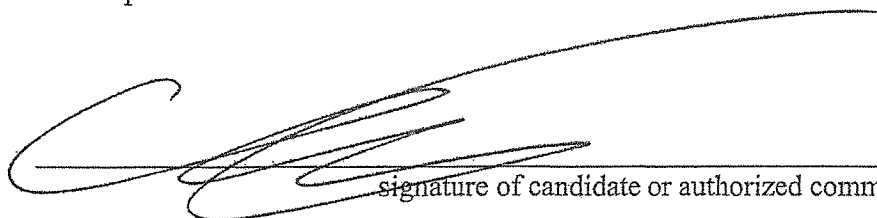
☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☒ the **radio** programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

  
signature of candidate or authorized committee

Corry Bliss

printed name

4/30/12

date